

MEDIA PRODUCTION, MANAGEMENT, AND TECHNOLOGY | MEDIA MANAGEMENT AND TECHNOLOGY UF ONLINE

The Department of Media Production, Management, and Technology consistently ranks among the top five in the United States and is accredited by the Accrediting Council for Education in Journalism and Mass Communication.

About this Program

- **College:** Journalism and Communications (<http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/>)
- **Degree:** Bachelor of Science in Media Production, Management, and Technology
- **Specialization:** Media Management and Technology
- **Credits for Degree:** 120
- **Contact:** 1.855.99GATOR
- **More Info**

To graduate with this major, students must complete all university, college, and major requirements.

Department Information

The Media Production, Management, and Technology program is one of the most comprehensive in the country, with complete specializations in Digital Film and Video Production, Management and Strategy, and Media and Society.

Website (<https://www.jou.ufl.edu/current-students/current-undergraduate/current-academics/telecommunication-main-2/>)

CONTACT

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Map (<http://campusmap.ufl.edu/#/index/0030>)

Curriculum

- Combination Degrees
- Media Production, Management, and Technology
- Media Production, Management, and Technology | Media Management and Technology UF Online

This interdisciplinary specialization prepares students for dynamic roles at the intersection of media, technology, and society with an emphasis of strategic management. Delve into the theories, methods, and techniques essential for producing, managing, and distributing audio, video, and digital content. Graduates will be prepared to contribute to media organizations, political campaigns, business, education, and government, or pursue advanced studies in communication and related fields.

Coursework

In addition to these courses, a 9-credit-hour outside concentration composed of 3000-level or above courses is required.

Code	Title	Credits
Required Core Coursework		
ENC 3252 or ENC 2256	Writing for Strategic Communication ¹ Writing in the Disciplines	3
MMC 1009	Introduction to Media and Communications ¹	1
MMC 4302 or RTV 3411	World Communication Systems Race, Gender, Class and the Media	3
RTV 2100	Media Writing ¹	3
RTV 2405	Media and Society	2
RTV 3001	Introduction to Media Industries and Professions ¹	3
RTV 3002	Understanding Audiences ¹	3
RTV 3432 or MMC 3203	Ethics and Problems in Media ¹ Ethics and Problems in Mass Communications	3
RTV 4700 or MMC 4200	Media Law and Policy Law of Mass Communication	3
VIC 3001 or RTV 2517	Sight, Sound and Motion ¹ Concepts in Visual Storytelling	3

Professionalism Block			
MMC 3030 or MMC 3254	Personal Branding for Communicators Media Entrepreneurship		1
Select one:			1
ADV 3943	The Agency Immersion		
JOU 4201	News Center Practicum		
PUR 3943	The Agency Immersion		
RTV 3945	Media Immersion Experience		
RTV 4940	Media Internship		
Media Technology Block (select three):			9
MMC 3260 or MMC 3630	Communications on the Internet Social Media and Society		
RTV 3443	Media User Experience		
RTV 4590	Digital Games in Communications		
RTV 4591	Applications of Mobile Technology		
Media Management Block			9
MMC 3420 or RTV 4506	Consumer and Audience Analytics Applied Media Research		
RTV 4500	Content Acquisition, Distribution, and Strategy		
RTV 4800	Media Management and Strategy ¹		
Professional Electives			
Students may take any other 3000-level or above courses in the College of Journalism and Communications to count as electives. Students are encouraged to work with faculty members and/or advisers to construct electives that best meet career goals.			6
Total Credits			53

¹ Minimum grade of C required.

Critical Tracking

Critical Tracking records each student's progress in courses that are required for entry to each major. Please note the critical-tracking requirements below on a per-semester basis.

Equivalent critical-tracking courses as determined by the State of Florida [Common Course Prerequisites](#) may be used for transfer students.

SEMESTER 1

- Complete 1 of 10 critical-tracking courses: MMC 1009, ENC 1102, ECO 2013, STA 2023, RTV 2100, RTV 3001, VIC 3001 or RTV 2517, RTV 3002, MMC 3420 or RTV 4506, RTV 4500
- 2.0 GPA on all work at all institutions

SEMESTER 2

- Complete an additional 2 critical-tracking courses of the list of 10 above
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

SEMESTER 3

- Complete an additional critical-tracking course of the list of 10 above
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

SEMESTER 4

- Complete two additional critical-tracking courses of the list of 10 above
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

SEMESTER 5

- Complete an additional critical-tracking course of the list of 10 above
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

SEMESTER 6

- Complete an additional critical-tracking course of the list of 10 above
- 2.0 UF GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

SEMESTER 7

- Complete an additional 2 critical-tracking courses of the list of 10 above
- 2.0 UF GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

SEMESTER 8

- Complete RTV 4800
- 2.0 UF GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

Model Semester Plan

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the *Critical Tracking* criteria.

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

Course	Title	Credits
Semester One		
Quest 1		3
AMH 2020	United States Since 1877 (State Core Gen Ed Social and Behavioral Sciences (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext))	3
ENC 1101	Expository and Argumentative Writing (State Core Gen Ed Composition (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext)) ¹	3
MMC 1009	Introduction to Media and Communications (Critical Tracking) ¹	1
STA 2023	Introduction to Statistics 1 (Critical Tracking ; State Core Gen Ed Mathematics) ¹	3
State Core Gen Ed Biological or Physical Sciences (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext) ¹		3
Credits		16
Semester Two		
ARH 2000 or THE 2000	Art Appreciation: American Diversity and Global Arts (Gen Ed Humanities) or Theatre Appreciation	3
ECO 2013	Principles of Macroeconomics (Critical Tracking)	4
ENC 1102	Argument and Persuasion (Critical Tracking ; Gen Ed Composition; recommended elective) ¹	3
MUL 2010	Experiencing Music (State Core Gen Ed Humanities with International (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext))	3
Gen Ed Mathematics ¹		3
Credits		16
Semester Three		
Quest 2		3
ENC 2256 or ENC 3252	Writing in the Disciplines ¹ or Writing for Strategic Communication	3
RTV 3001	Introduction to Media Industries and Professions (Critical Tracking) ¹	3
Gen Ed Humanities (6000 words)		3
Foreign language or Quantitative option ¹		3
Credits		15
Semester Four		
POS 2041	American Federal Government (Gen Ed Social and Behavioral Sciences) ¹	3

RTV 2100	Media Writing (Critical Tracking) ^{1,2}	3
RTV 2517 or VIC 3001	Concepts in Visual Storytelling (Critical Tracking) ¹ or Sight, Sound and Motion	3
SPC 2608 or ORI 2000	Introduction to Public Speaking ¹ or Oral Performance of Literature 1	3
Foreign language or Quantitative option ¹		3
Credits		15
Semester Five		
RTV 2405	Media and Society	3
RTV 3002	Understanding Audiences (Critical Tracking) ¹	3
SYG 2000 or PSY 2012	Introduction to Sociology (Gen Ed Social and Behavioral Sciences) or General Psychology	3
Media Technology block course ¹		3
Outside concentration course (3000-level or above)		3
Credits		15
Semester Six		
Two Media Technology block courses ¹		6
Professional electives		6
Outside concentration course (3000-level or above courses)		3
Credits		15
Semester Seven		
MMC 3203 or RTV 3432	Ethics and Problems in Mass Communications ¹ or Ethics and Problems in Media	3
MMC 3420 or RTV 4506	Consumer and Audience Analytics or Applied Media Research	3
MMC 4200 or RTV 4700	Law of Mass Communication or Media Law and Policy	3
RTV 4500	Content Acquisition, Distribution, and Strategy	3
Professionalism block course		1
Credits		13
Semester Eight		
MMC 4302 or RTV 3411	World Communication Systems or Race, Gender, Class and the Media	3
RTV 4800	Media Management and Strategy (Critical Tracking) ¹	3
Gen Ed Biological or Physical Sciences		3
Professionalism block course		1
Outside concentration course (3000-level or above)		3
Elective		2
Credits		15
Total Credits		120

¹ Minimum grade of C required.² JOU 2100 is accepted in lieu of RTV 2100

Up to six credits of professional internship credit may count toward graduation. Internships for credit require department approval and a letter from the internship supervisor outlining duties and contact information. More information about internship credit is available on the department's website.

Academic Learning Compact

The major in Media Production, Management, and Technology, which includes specializations in Management and Strategy, Media and Society, and Digital Film and Television Production, prepares students to understand the means of communicating with diverse audiences and to use the tools of information gathering and storytelling to communicate with those audiences through electronic media such as video, audio, and interactive technologies. Through study and practical application, students gain knowledge of the history, norms and legal and ethical milieu of the telecommunication professions. Students learn to locate and use reference tools and to demonstrate the ability to communicate independent, critical perspectives.

Before Graduating Students Must

- Achieve a passing score of 70% on your student portfolio, which will be evaluated by faculty members and/or professionals in each specialty.
- Complete requirements for the baccalaureate degree, as determined by faculty.

Students in the Major Will Learn to

Student Learning Outcomes | SLOs

Content

1. Identify, describe, or apply concepts and theories in the use and presentation of content.
2. Identify, describe, or apply professional ethical principles and the importance of truth, accuracy, fairness and diversity.
3. Identify, describe, or apply the tools and technologies appropriate for the telecommunication professions.

Critical Thinking

4. Gather information, conduct research and evaluate information by methods appropriate to the telecommunication professions.
5. Produce appropriate output that demonstrates creativity and critical thinking, independently or collaboratively.

Communication

6. Communicate effectively in forms and styles appropriate to the telecommunication professions, audiences and the purposes they serve.

Curriculum Map

I = Introduced; R = Reinforced; A = Assessed

Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6
All Specializations						
RTV 2100	I	I	I	I	I	I
RTV 3001	I	I	I	I		
RTV 3101	R	R	R	R	R	R
RTV 3280		R		R		
RTV 3303	I	I	I	I		I
RTV 3305	R	R	R	R	R	R
RTV 3320	R	R	R	R	R	R
RTV 3405		I		I		
RTV 4301	R		R		R	R
RTV 4432		R, A		R, A		
RTV 4500	R	R	R	R	R	R
RTV 4506	R	R	R	R	R	R
RTV 4700		R		R	R	
Management Specialization						
RTV 4800	R, A		R, A		R, A	R, A
Media and Society Specialization						
RTV 4905	R, A		R, A		R, A	R, A
News Specialization						
RTV 3304	R, A		R, A		R, A	R, A
Digital Film and Television Production Specialization						
RTV 4929C	R, A		R, A		R, A	R, A

Assessment Types

- Policy memo and exam in addition to:
- **Management:** written and oral presentation of a strategic plan developed for a client
- **Media and Society:** written final project
- **News:** portfolio of two radio or television news stories produced in RTV 3304
- **Digital Film and Television Production:** final video project